



Title: Communications Manager (.5 P/T)

Reports to: Executive Director

OVERVIEW

Encore Creativity for Older Adults, the nation's largest choral program for older adults, is seeking a self-motivated and talented Communication Manager. This important role is responsible for overseeing Encore's internal and external communications and is charged with producing high-quality content that engages stakeholders and builds brand recognition. This is a new .5 part-time position and reports directly to Executive Director.

DUTIES AND RESPONSIBILITIES

Content Creation:

- Create informative content including press releases, newsletters, participant surveys and marketing materials
- Assist with writing of fundraising solicitation letters and other mass correspondence
- Develop relevant and engaging posts on Encore's social media accounts
- Assemble information and draft correspondence related to Encore program implementation such as program manuals and handbooks for volunteers and Board of Directors
- Draft and send email blast announcements to program participants as needed

Design and Production:

- Create, design and produce (or order) flyers and programs for Encore events
- Plan and manage the design and production of marketing materials

Communication:

- Serve as first point of contact for incoming phone calls
- Directly respond to email correspondence in Encore's general email account, and directing any further required response to the appropriate staff
- Strategically engage media outlets in phone, email and in-person follow-up efforts to increase coverage of Encore, its programs and people

Information Collection and Management:

- Manage and further develop Encore's PR Contact List
- Maintain close watch over accuracy and functionality of Encore's website and social media presence, as well as in Encore-related content on third party sites and platforms
- Utilize eTapestry, Encore's primary CRM, to facilitate communication activities, including keeping record of constituent communications as they occur

SHARED DUTIES

As a small nonprofit, every staff member is needed to assist in a variety of areas during high-volume periods, which may in turn require additional work hours. These activities may include:

- Assist with assembly of mass mailings



- Assist with assembly of sheet music and learning CDs for the start of each “semester” of choral programs, as well as summer camp and travel programs
- As needed, attend first rehearsals to facilitate distribution of music & CDs and collection of tuition of payments
- As needed, assist with photography and video capture of concerts and special programs
- As needed, attend and assist Encore events such as concerts, supporting the conductor and “front of house” needs
- As needed and agreed upon in advance, attend special programs such as summer camps and travel, assisting with logistical support

QUALIFICATIONS

The Communications Manager must have:

- Strong writing, editing, proofreading, layout and design, professional publishing skills are essential, including the ability to present concepts and stories verbally
- Bachelor’s degree in communications, public relations, arts administration, arts management, or relevant field
- A minimum of 1-2 years of experience in a similar role
- Proven experience creating targeted content is advantageous
- Strong knowledge of communication practices and techniques
- Knowledge and understanding of current trends in digital and social media preferred
- Must be able to multitask and work well under pressure
- Computer skills including Microsoft Office Suite (Outlook, Word, Excel, PowerPoint, Publisher); familiarity with eTapestry a plus

Hourly pay rate will be commensurate with experience. Compensation includes guaranteed employer contribution to a 403b retirement plan. To apply, please send cover letter and résumé to:

ED@encorecreativity.org. No phone calls please.

ORGANIZATION

- Encore Creativity for Older Adults, founded in 2007, is located in Annapolis, Maryland
- Encore is the nation’s largest choral program for adults ages 55+. Encore’s mission is to provide an excellent and accessible artistic environment for older adults, regardless of experience or ability, who seek arts education and performance opportunities under a professional artist. Encore is an IRS 501(c)(3) nonprofit organization
- In its twelve years of existence, Encore has grown to 22 choral groups in Maryland, Virginia, Washington, DC and New York City, including 15 Encore Chorales and 7 Encore ROCKS rock & roll choruses. The programs currently serve over 1,200 singers
- In September 2019, Encore will introduce a new program, Sentimental Journey Singers, a choral program designed for those suffering from dementia and other memory impairments, along with their care partners
- Additionally, Encore maintains affiliate programs in California, Colorado, Ohio and Pennsylvania.
- Encore’s annual program consists of two fifteen-week “semesters” of rehearsing repertoire, followed by concerts that are free and open to the public. All groups rehearse the same music,



enabling them to come together for concerts with as many as 500 singers in any one concert. Concerts are held at high quality, high visibility locations such as Kennedy Center Concert Hall.

- In addition to the rehearsal/performance cycles, Encore currently conducts three “summer camps” per year. Two of the camps concentrate on the traditional choral repertoire while one is a rock & roll camp. The camps are usually five days in duration.
- Encore also offers a travel program, with singers traveling and performing in Europe, North America and on cruise ships. There is typically one of these events per year, usually in late May and early June. In 2019, Encore toured London and surrounding area, after a voyage and three performances aboard the Queen Mary 2.
- In view of the above, Encore’s operating tempo is intense year-round. Well managed and continuous growth is a priority in Encore’s three-year Business and Strategic Plan.